

THE Organized FARMER

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Wheat Pool Marks 40th Anniversary

A veteran of the farm movement, Ben S. Plumer, of Bassano, brought back memories to many old-timers when he officiated at the opening of the Alberta Wheat Pool's new 140,000 bushel elevator at Wetaskiwin and unveiled a scroll dedicating it to the pioneer members who founded the association. The Wheat Pool was organized in 1923.

The opening was a special occasion since it coincided with the 40th anniversary of this farmer co-operative. The event attracted several hundred farmers and residents of the Wetaskiwin area. A number of government, civic and farm organization officials took part in the opening.

Hon. H. E. Strom, Alberta Minister of Agriculture, was there to extend the best wishes and congratulations of the provincial government. He said there had been a long background of co-operation, dating back to 1923, between the provincial government and the Alberta Wheat Pool and that the government is anxious that this close co-operation continue.

Ed Nelson, president of the Farmers' Union of Alberta, observed that the farming industry is seemingly confronted with one serious problem after another but that in most instances farmers have the necessary tools to handle the problems themselves. The formation and support of the Pool in the face of great odds, recalled by the opening of the new elevator at Wetaskiwin, was an outstanding example of how farmers can meet the difficult situations.

Mr. Plumer was a member of the Pool's first Board of Directors in 1923 and served continuously in that capacity until his retirement in 1957, the last 14 years as president of the organization.

Harry Strom Gets F.U.A. Membership



Two Alberta farmers, both from the Medicine Hat area, and now residing in Edmonton, are shown here taking part in an activity which is occurring again and again all over the province. The Hon. H. E. Strom, Alberta Minister of Agriculture, is renewing his F.U.A. membership. U-Day membership drive co-ordinator, Gerald Schuler writes out Mr. Strom's receipt as the minister reads his

cheque. Both men continue to serve agriculture though at present they are not living on their farms. However, they keep an active interest in their home places, where Mr. Strom's family farms 2320 acres, part dry land and part irrigated at Burdett, and the Schulers operate a large dry land farm near Hilda. The two men are next door neighbors in Edmonton.

PROJECT: DISCOVERY

An independent survey, aimed at finding out what Alberta farm families are interested in, what their attitudes are, and what they are doing and planning for the future will be carried out this winter under the auspices of the Farmers' Union and Co-operative Development Association.

Before the project is completed, more than 2,000 Alberta farm people will have been involved. Some will interview others.

Deciding that "Nobody but the farmer himself can tell what farmers are thinking about their farming and their future," the Advisory Committee of F.U. & C.D.A. asked Dr. Luelyne B. Doscher, Psychologist and Research Consultant, to design and direct the survey. By using an independent consultant, F.U. and C.D.A. will get the important overall picture, although they will never know what any one individual farmer says.

Discovery of what is going on in eastern and western farms, in farms in the north and farms in the south of Alberta is the aim of the survey. Interviewers will visit some small farms, some large farms. They will talk with dairy farmers, wheat farmers, mixed farmers and stock farmers. The survey will come right to the farms of some new farmers and some long-time farmers. Not all of Alberta's farmers will be visited but a great many will be talked with, toward the discovery of a representative picture of the province.

The interviewers will come to the sample farm households with

an armload of straightforward questions. The questions aim at the discovery of how things are going for Alberta farm families. Another aim of the survey is the discovery of where Alberta's farmers seem to be heading. A third aim of the survey is the discovery of what farmers and



L. B. Doscher, Ph.D.

their families are doing and are planning for their future.

The study is designed to discover the attitudes of farm people to farm organizations—both the general organization and farmer-owned commercial organizations which are now serving rural people. Its main aim is to understand the present needs of Alberta farmers and how these can best be served.

Project Discovery is meant to result in discoveries for the sponsoring organizations and for the farm people themselves, as well. Each farmer interviewed will make the discovery that his ideas matter to F.U. & C.D.A. Each farmer will make the discovery that his farms and his family's future are important to the farm organizations that compose F.U. & C.D.A. Each farmer will make the important discovery that the committee of Farm and Co-op Organizations that are joined in the Farmers' Union and Co-operative Development Association are a real group of people, like himself. He'll know, as a result of his talk with the interviewer, that for the farm organizations interested in this study, the consultant's report will be the discovery of those important opinions that only the farmer himself can tell. And that those ideas are important to all farm organizations' plans to serve the farmers.

The results of the survey will give a picture of Alberta farms and farm families that will be interesting and potentially important to every farmer in the province.

IT'S IMPORTANT!

Get Those Results Rounded Up Early

It will pay off in more ways than one for U-day canvassers to get the work done early.

Those two-man, or two-women, or man-woman, etc., teams that have been, and will be out beating the bushes for new and re-newing F.U.A. members, can help themselves and their Union by reporting their results as soon as possible.

At stake are the chances these canvassers have of taking part in the F.U.A. Tour early next year. The top canvassers in the sub-districts will be eligible, and part of determining who that top canvasser will be, is the promptness with which he turns in his report. These must be postmarked no later than November 18 to stand a chance.

— TELEPHONE CALLS —

And the F.U.A. will be trying to get an early picture of just how well the canvass went off. The district directors will be contacted

on the evening of U-day (before the local exchanges close at 8:30) to get an early indication. These results will then be released to the press.

If this idea is to pay off, the sub-director will have to know how the locals made out early enough that he can get the information in to his District Director before Central Office phones. This job will call for a lot of co-operation.

Three questions will be asked.

1. How many locals went out canvassing?

Asian Tour Slated

Slated to take place next spring is a tour to Japan, Hong Kong, and mainland China by a group of Alberta farm people.

Twenty-eight farm people who submit a certified cheque for \$500 between now and a cut-off date during the annual convention will be eligible to go. Advantage will be taken of group rates, which mean that total cost should be about \$1,200. Cheques should be mailed to the F.U.A. Asia Tour, c/o Ed Nelson, 9934 - 106 Street, Edmonton.

Purpose of the tour is to give farmers a chance to seek out markets for their produce, and to check on the suitability of manufactured goods, available in Eastern Asia, for use on western farms.

2. How many were signed up?
3. How many of these were for two years, or were "lifers"?

If it all goes right, Alberta will know how well the F.U.A.'s U-day drive succeeded by breakfast time November 14th.

S.F.U. PLANS MARKETING BOARD

Saskatchewan Farmers' Union has adopted a plan for a provincial marketing board.

The plan, submitted by an SFU Commodity Committee, would see such a marketing board establish a central selling agency which would handle all hogs marketed in Saskatchewan. This agency will make all hogs available to all buyers.

A vote on the plan will be taken next spring. In the meantime, the scheme is being presented to farmers for their information and consideration before the vote is taken.

Commodity Committee Chairman, Doug Young stated that concern has been expressed by many people about the inroads of vertical integration in the hog industry and the possible disappearance of the public market in establishing prices. The plan is intended to ensure that marketing takes place in an orderly fashion.

The plan has been presented to the Saskatchewan Natural Prod-

ucts Marketing Board for approval.

Income Tax Service

Last year, 484 individual farmers took advantage of the F.U.A. Income Tax Service. This service, which is provided through the F.U.A. Accounting Division, includes the making out of a complete tax return satisfactory to the Income Tax Division of the federal government, and a follow-up with advice where needed. There is a nominal fee for this service. Mrs. N. S. Sutherland is in charge.

If there is enough demand for this service during the next few months, a field service man may be appointed to attend income tax workshops at the request of locals.

Membership No. 1

The same farmer has held Farmers' Union membership card No. 1 for the past several years, in fact since numbered membership cards have been issued by the Union. He is Aubrey Marler of Bremner, a member of the Clover Bar Local No. 608. Mr. Marler has already paid his membership dues up to the end of 1963.

NOTE:

The F.U.A. Canvassers' Tour is completely sponsored by the U.F.A. Co-operative Association. No money comes out of F.U.A. general funds to meet the costs of the tour.

WE HAVE ROOM FOR 30,000 UNITS



CENTRAL OFFICE STAFF GETS SET FOR U-DAY

These three pictures tell part of the effect the drive for membership has on the Central Office staff. (Left): Here is just one of several stacks of membership kits assembled for U-Day. Gerald Schuler and Mrs. P. Molen survey the pile. Gerald Schuler, (membership drive co-ordinator this year) helps pack the kits out to his car for mailing. (Centre): Here is room for 30,000 or more unit membership records. These wheels contain all the names and addresses of members. And the job of keeping the records up-to-date never ends. Don Silzer fills out forms for a new member, while Mrs. Molen (F.U.A. Secretary) looks for information about the membership, and Doreen Nelson sorts out addresses for her address-o-graph machine.

FARM FORUM CORNER

with Jim McFall

Alberta Farm Forum Secretary

Our first Farm Radio Forum program is now past and in the records, but discussion dealing with the rural church will continue on November 11. This program is in the form of a talkback. At this time, church authorities will have an opportunity to answer questions and discuss points raised by the regular forums and special interest groups that met last Monday and have reported. (Please remember: It is most important to report promptly.)

We experimented with this talkback procedure last year and found that it developed a lot of interest for those participating. One difference is that we urge you to meet on these occasions for further discussions. The radio program will provide you with a question for discussion and reporting. From time to time, we will send out special questions from the provincial office. There will be no guides supplied on talk back nights.

Registration for the season is "up" as compared to the same date last year. Special group interest is high and many are indicating their willingness to participate on several nights this season. We were encouraged to receive a registration from Lambertton Anglican Church, Mirror, not only for the rural church program, but also for the January 6

"Rural Youth Faces The Future."

"Heritage," to be discussed on November 18, is proving very popular with F.U.A. locals. This program deals with inheritance taxes and other financial encumbrances often causing re-financing of farms each generation. Two questions to be dealt with are: What methods of estate-management can ease this burden? What are the advantages of family-farm corporations, partnerships, and co-operative farms? This would, indeed, shed considerable light on the matter of Canadian farmers passing land they have held in trust on to their descendants.

Guides are still available for this date. However, we do urge early registration as requests are arriving almost daily for this particular issue. The address: Alberta Farm Radio Forum, 521 Northern Hardware Building, Edmonton.

Past President Pins

A request has been made that "past president pins" be made available by the F.U.A. If Central Office receives orders for more than 50 of these pins, an order for them will be placed. Price will be \$1.50 each.

Any local wishing to present such a pin to one or more past presidents can notify Central Office, enclosing payments for the exact number of pins needed. In case not enough pins are ordered, this money will be refunded.

Annual Meetings

United Grain Growers — Nov. 13-14, Edmonton; Alberta Association of Municipal Districts — Nov. 19-22, Edmonton; Alberta Wheat Pool — commencing Nov. 26, Palliser Hotel, Calgary; F.U.A. — December 9-13, Palliser Hotel, Calgary; Alberta Federation of Agriculture — Jan. 8-10, Capri Motor Hotel, Red Deer. Western Agricultural Conference — Jan. 16-17, Fort Garry Hotel, Winnipeg; Canadian Federation of Agriculture — Jan. 10-24, Charlottetown, P.E.I.

The U.F.A. Co-op held theirs Nov. 5-8 in Calgary.

BE A "LIFE TIMER"

On October 28, a total of 3,258 farm units (6,871 individual cards), or a little over one tenth of our goal of thirty thousand unit memberships, had been received for the 1963-64 membership year. This includes two-year memberships sold last year.

This shows the value of the two-year membership idea. Here are all these people already signed up, and someone's time canvassing them is saved for good use elsewhere.

It makes sense for canvassers to emphasize the two-year and life memberships when talking to prospective members. And the faithful members should take a

real hard look at a life membership. This is one sure way to guarantee the future strength of the F.U.A.

Remember, it costs a certain amount to collect each membership. If we can cut down on the number of times we have to canvass for that membership, we will be able to make fuller use of the member's \$6 in F.U.A. activity. So, to give the F.U.A. a chance to do a better job, sell more two-year, and life memberships.

4 GOOD REASONS

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District Dinners Mark Successes

WINTER USE OF HERBICIDES

Don't fret if you haven't yet got around to spraying that patch of unwanted brush or trees.

You have all winter in which to tackle them with an herbicide.

Painting the trunks with an herbicide during the winter does the job efficiently and eliminates the dangers of spray drift, soil sterilization and seepage, says A. R. Buckley, of Canada Department of Agriculture.

Mr. Buckley, with the Plant Research Institute in Ottawa, says a mixture of brush killer and fuel oil is effective when painted on the trunks or stumps of common buckthorn, alder, Manitoba maple and most other species, with the exception of evergreens.

Although the method of application is convenient for winter time, it is effective at any time of the year, he adds.

For shrubs or trees with a trunk diameter of less than six inches, the mixture is painted on the trunks from the ground level to a height of 12 inches. The mixture should be prepared according to directions on the container's label and it should be applied liberally to thoroughly wet the trunk.

Where the trees are more than six inches in diameter, rings should be cut around the trunks to allow ready access of the chemical into the circulatory system.

Hays to Speak

Hon. Harry Hays, Federal Minister of Agriculture, will speak to delegates at the Annual Convention of the FUA to be held in the Palliser Hotel, Calgary, from December 9th to 12th. The minister will address a joint session of the FUA, FWUA on the final afternoon of the Convention, Friday, December 13th.

District Dinners have proven to be popular events this fall. U-Day canvassers have turned out in large numbers for the banquets. Guest speakers, and F.W.U.A. cooking vie for top billing, as the membership drive got underway officially at these functions.

Three of these meetings have had reports sent in to Central Office so far. The first one, on October 25th in the Stony Plain Community Hall, saw more than 300 people sit down to eat. Master of Ceremonies was Herb Kotcherowski, Director of District 5.

On hand to speak to the canvassers was F.U.A. President Ed Nelson, and Jim McCall, Secretary of the Alberta Federation of Agriculture. Mr. Nelson stressed to the members that the F.U.A. is nothing more than a piece of machinery for farmers to use to better their lives. He said that every man, and every woman who desires to make a living from the land, has a responsibility to maintain that machine, and to help chart its course.

Also on October 25, a Farm Family Night was held at Carstairs, sponsored by the F.U.A. and F.W.U.A. locals.

Other speakers at this meeting included Mayor Grant MacEwan of Calgary.

Your Sub-District Boundaries Have Changed

On November 1, a new kind of F.U.A. organization came into being. Now, the boundaries of the sub-districts are co-terminous with local government boundaries — (county municipality, or improvement district). Object of the new order is to help locals in an area to co-ordinate their activities, as they are doing right now with the U-Day campaign.

Check the October 17 issue of The Organized Farmer to see if the number of your local has changed. John Albrecht of Holden checked his before sending in his 1963 membership. His local, Longridge, has become number 696. It used to be 828. Mr. Albrecht's thoughtfulness saved Central Office a lot of work in processing his membership. Have you checked your number?

Anders Anderson of the F.U.A. Executive addressed the group. His topic: "Why we have got a farm organization." He pointed out that the machinery of farm organizations has to change and adapt to meet our needs as well as the old unchanging needs of agriculture.

Dick Page, District 10 Director, outlined the U-Day organization.

On November 1, Bill Harper, F.U.A. Radio Commentator spoke to about 250 people in the High River Memorial Centre. He said that a decrease in the political power of farmers meant that only through a strong farm organization could the balance be restored.

Other speakers at this meeting included Mayor Grant MacEwan of Calgary.

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TOUR WINNERS WILL GET RESULTS IN EARLY!!!

All canvassers are reminded that they are eligible to be chosen for the F.U.A. tour of Eastern Canada or the United States, providing they do a good job in the U-day canvass. The tour will be sponsored by the U.F.A. Co-operative Association.

Check your October 3 issue of the OF to see what the basis for choosing winners will be. Most important thing to remember is that in order to be awarded a maximum number of points, re-nued dues must be mailed to Central Office no later than November 18.

The point system to be used is based on the idea that sub-districts compete with each other. Winners will be chosen from the sub-districts which show the best results.

F.U.A. Stature

In a recent conversation with Mrs. C. T. Armstrong, a former president of the F.W.U.A., and now a member of the Board of Governors of the CBC and president of the Alberta Council on Child and Family Welfare, mentioned that she thinks the stature of the F.U.A. is growing year by year.

"It is never at its final goal; there is always more to be done." She said, "I like the way the F.U.A., working for the benefit of the farm population, finds an open door to see and talk with all levels of government about problems facing agricultural producers. The F.U.A., and the other farm organizations, have proven themselves to be responsible."

U CAN HELP!

This is the percentage of farmers, district by district who are members of the F.U.A. Where does your area stand?

Under 30%—	
District 3	— 26%
District 5	— 28%
District 6	— 26%
District 9	— 28%
District 13	— 26%
District 14	— 27.5%
Under 40%—	
District 2	— 37.3%
District 4	— 30.5%
District 7	— 30%
District 8	— 37%
Under 50%—	
District 1	— 44.7%
District 10	— 46%
District 11	— 45%
Over 50%—	
District 12	— 54%

Can the other districts match District 12? Your district officials need U to help.



Young people at the Stony Plain District 5 dinner October 25 at the Stony Plain Community Centre, study their menus in anticipation of what proved to be a fine meal. These Tomahawk High School drama students provided part of the entertainment later in the evening. About 300 people attended the dinner, typical of those which kicked off the membership drive in the various districts this year. From reports received, all have been successful, and the food fabulous in F.W.U.A. tradition.

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BONSPIEL NOTES

by Ken Nelson

A new sports spectacle will be added to the Province of Alberta in 1964.

Plans are going ahead on a two-day, Province-wide, F.U.A. Bonspiel, which will be held in the Sportex Building at the Edmonton Exhibition Grounds on March 10-11. Whether or not tentative plans are finalized depends on the response of the members.

Here are some of the details:

COST:—

- A ten dollar per rink initial entry fee.
- Another few dollars per rink to cover local sub-district and district bonspiel costs.

(If not enough people enter the bonspiel to meet the budget the Provincial Bonspiel Committee has set for the final playdowns in the Sportex, another five dollars or so will have to be assessed on those rinks entering the district finals.)

If more money is collected through the entry fees than is needed to pay the costs of the Provincial Bonspiel in March, the district bonspiels will be re-im-bursed to help cover their costs.

ORGANIZATION:—

- All entry forms and initial entry fees should be sent direct to the Provincial Bonspiel Committee.
- As soon as possible, bonspiel committees at the district and sub-district levels should be established. Local committees may be needed as well if there are enough local entries to warrant a local playoff. Otherwise, all rinks would attend the sub-district playdown. This is a matter the sub-district bonspiel committee must decide.
- Other matters for the committees to look after will be making up the draws, reserving ice time, letting the entries know where and when to compete.
- A list of entries will be forwarded to these committees as soon as they are formed, and get in touch with Central Office.
- It might also be a good idea for the committees to arrange for local publicity. **Keep the local paper informed about your progress.** They cover everybody else's bonspiels. If we let them know what is going on, they will be glad to cover ours too.

TIMETABLE:—

- Any local playdowns should be completed as soon as possible. If these begin right after the Annual Convention, they could be completed during the Christmas Holidays.
- The sub-district playdowns should be done by the end of January.
- The District bonspiels ought to be over by the end of February.
- The Provincial Final will be in the Sportex on March 10-11. Fourteen rinks, one from each sub-district, will take part. **All their expenses will be paid.**

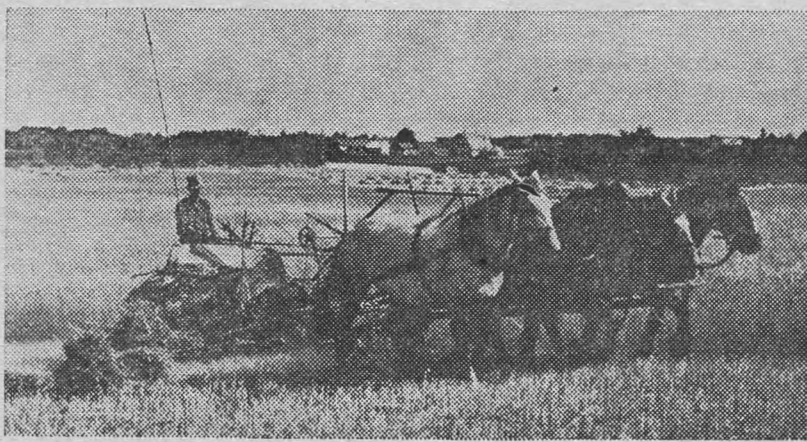
WHO CAN PLAY:—

No previous experience is required. This program, especially at the local level, is intended to provide F.U.A. members with a chance to participate for fun. The serious curling can be reserved for the last two rungs of the ladder. By that time, we will all be expert! Juniors, F.W.U.A., and F.U.A. are all equally eligible. Teams can be made up of men, or women, or boys, or girls, in any arrangement desired. However, substitution after the entry has been submitted will have to be approved by who ever is in charge of the Bonspiel.

SUMMARY

- The bonspiel is open to all F.U.A., F.W.U.A. and Junior F.U.A. members.
- It shouldn't cost any one person more than \$10.00 in all.
- All expenses will be paid for those taking part in the final.
- Address questions to the Bonspiel Committee, c/o F.U.A. Central Office.

It Started Back in '23



Western farmers faced economic ruin. Years of falling prices following World War I finally dropped the Alberta farm price of wheat to 65¢ a bushel. The speculative system of grain trading and marketing had finally come a cropper and the whole western economy was caught in the crash. Something had to be done. A new plan was needed to bring order and control to the marketing of grain.



Handling and storage of grain are vitally important to farmers. Since the first Pool elevator was opened at Leo in the fall of 1925, the Pool has exercised an increasing influence in maintaining handling costs at a reasonable level, to the benefit of all farmers. The Alberta Wheat Pool now operates 545 country elevators, 595 annexes and 3 large terminals.

Life Begins at 40

The 50,000 members of the Alberta Wheat Pool can take pride in the achievements, through many adversities, of the last forty years. The Pool has built a successful enterprise. It owns and operates a vast grain handling system. It has distributed earnings in substantial patronage dividends for 27 years, and it has built reserve savings for its members' retirement and their later years.

Its benefits have been spread beyond its membership. The whole farming community has enjoyed higher returns for production, better facilities, greater security and a higher standard of living generally as a result of the Pool's labours and leadership. And a healthy agricultural industry has contributed substantially to Canada's prosperity and progress.

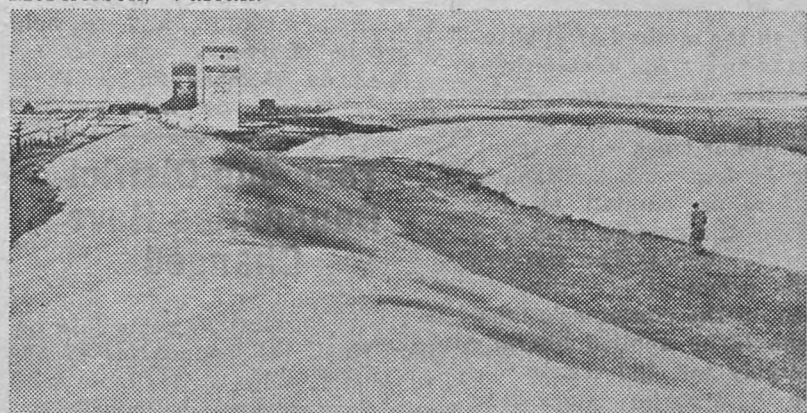
Co-operation has been successful. But co-operation is only strong as long as its people **continue** to work together. The co-operative Wheat Pool needs the support and patronage of every farmer to build for the future. Life for the Pool begins at forty. Much has been achieved. There is more to be done to preserve and improve the status and standards of farmers, to contribute to the progress of the community and to maintain throughout Canada the prestige and influence that our great industry deserves and needs.



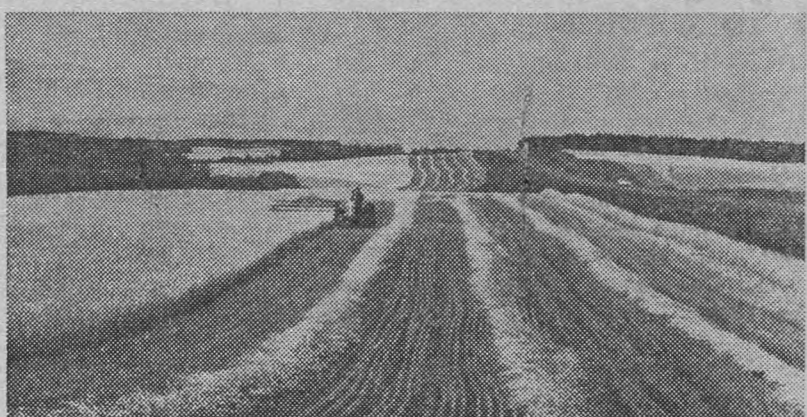
ALBERTA WHEAT POOL
Farmer-Owned Co-operative



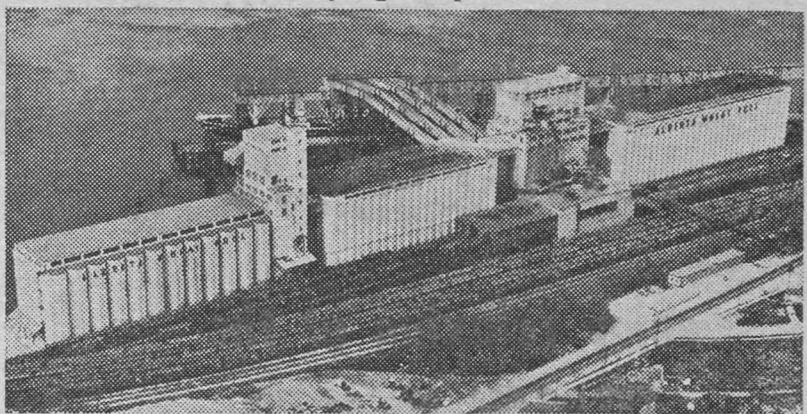
The formation of a Wheat Pool had long been advocated by farm leaders. In October, 1923, with the encouragement of the provincial government, interested citizens and farm organizations the Alberta Wheat Pool was formed. Its first board of directors was, Back row, left to right: W. J. Jackman, Bremner; R. N. Mangles, Youngstown; Lew Hutchinson, Camrose; C. C. Jensen, Magrath. Seated, left to right: Ben S. Plumer, Bassano; H. W. Wood (chairman), Carstairs; O. L. McPherson, Vulcan.



Centralized selling through the Wheat Pools gave the grain producer a new deal and, in spite of setbacks, greater security. The establishment of the Canadian Wheat Board in 1935 added stability to this vital Canadian industry. The wheat surpluses of the fifties, far exceeding available storage space, were a serious problem — but not the major disaster they would have been before the Pool and the Wheat Board.



In the good years it is easy to forget that good crops alone have not guaranteed prosperity. What has been accomplished is the fulfilment of years of 'pooled' effort by farmers working together. Co-operation will continue to be a major factor in the maintenance and improvement of trading and living conditions for the country's grain producers.



This farmer-owned co-operative, operating a vast business that includes huge terminals like the Vancouver terminal pictured above, is a good example of Canadian ownership of a vital Canadian industry. The Pool not only provides dividends and other benefits to its members and patrons, but improves marketing conditions for the whole farming community and strengthens the entire Canadian economy.



The Pool belongs to the cities, too. Its formation was encouraged and aided by citizens. Its success brought prosperity to the country and city alike. The modern office building that houses Pool headquarters in Calgary is a symbol of the mutual dependence of city and country, of farmer and citizen, in the building of a good life for all.

TO THE MEMORY OF THE PIONEERS
THROUGH WHOSE VISION AND DEVOTED LABOURS
THE ORGANIZED FARM MOVEMENT CAME INTO BEING
THIS BUILDING IS GRATEFULLY DEDICATED